

MAKING PRIMARY HEALTHCARE SERVICES VIRTUAL: SWOT ANALYSIS



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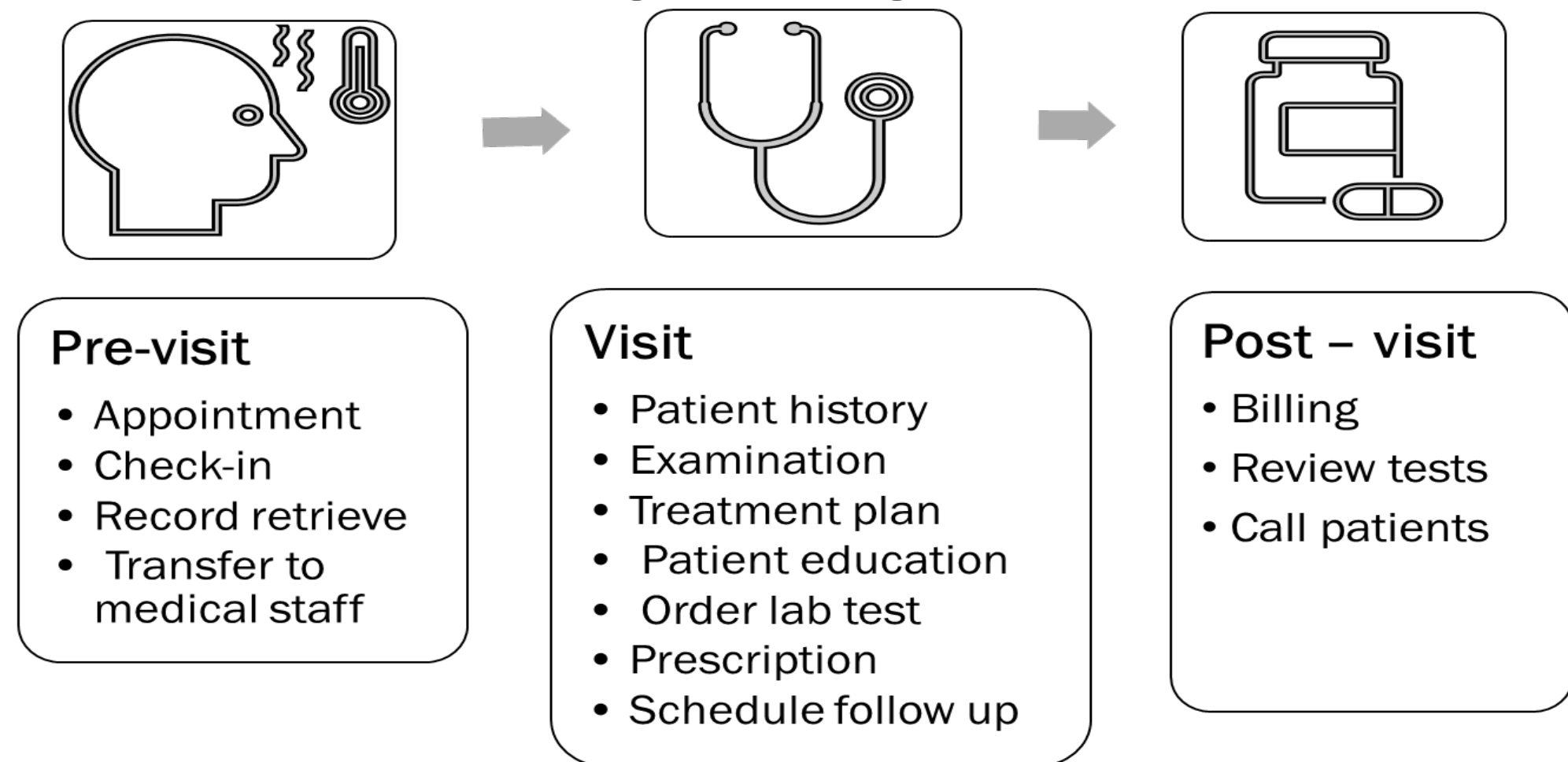
ABSTRACT

- Primary healthcare is the first level of personal health care services. It represents the whole society approach to health care and focuses on comprehensive aspects of physical, mental, and social health and wellbeing.
- Rising healthcare cost, shortage of physicians, and the growing number of patients challenge traditional primary healthcare sustainability.
- Enabling technologies such as mobile app, video, and sensors to deliver health services would boost primary healthcare capacity and allow more patients to engage in a way that independent of time and location.
- This research aims to conduct a SWOT analysis as an environmental scan of virtual medical services in primary healthcare and explore the internal and external related factors.

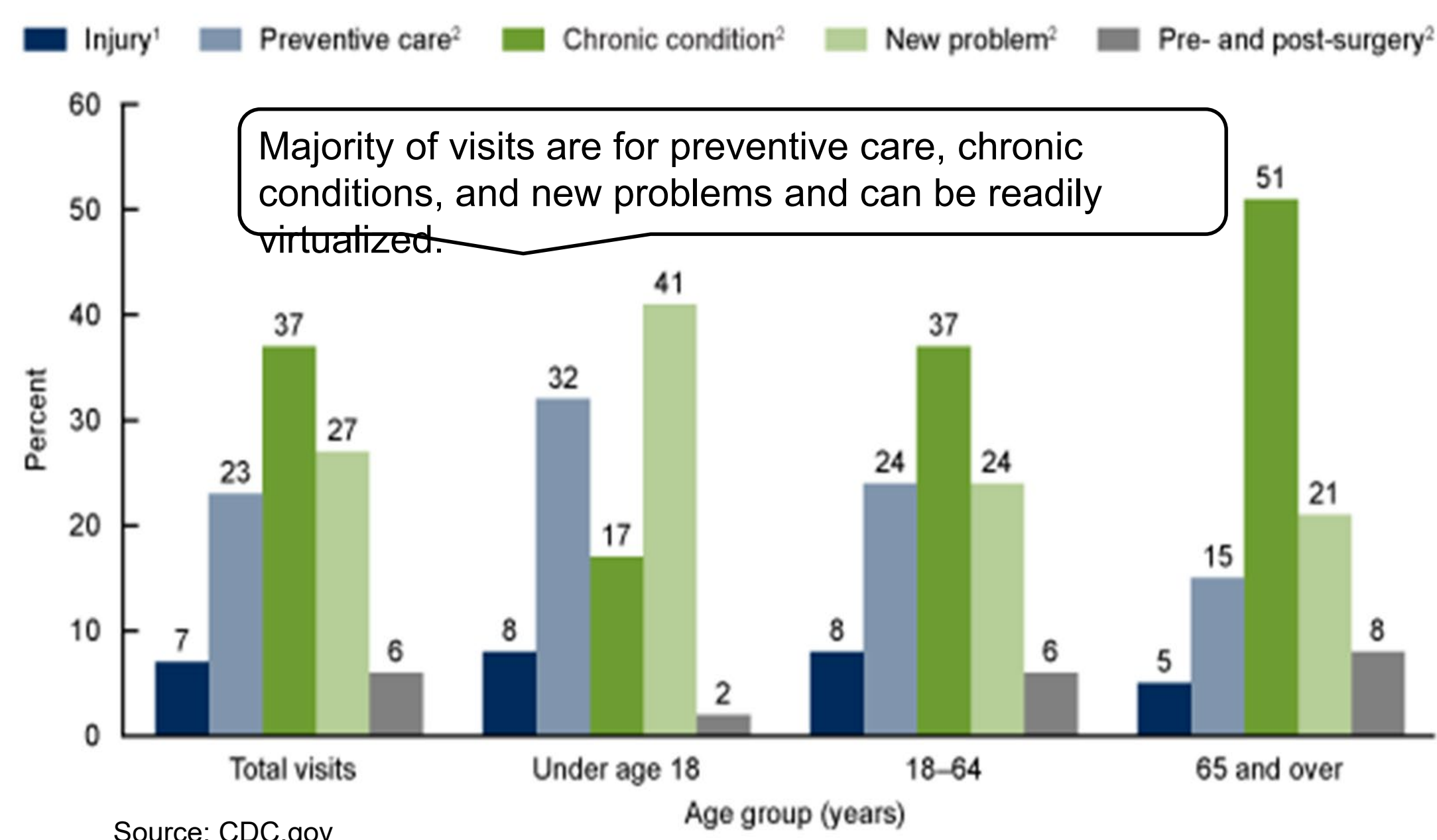
RESEARCH MOTIVATION

- Scope. The research on healthcare technology is critically necessary from both academic and professional perspectives. The expected economic and social value from adopting virtual health services is enormous.
- SWOT analysis as a strategic planning technique will help to identify strength, weakness, opportunities, and threats related to virtual health services.

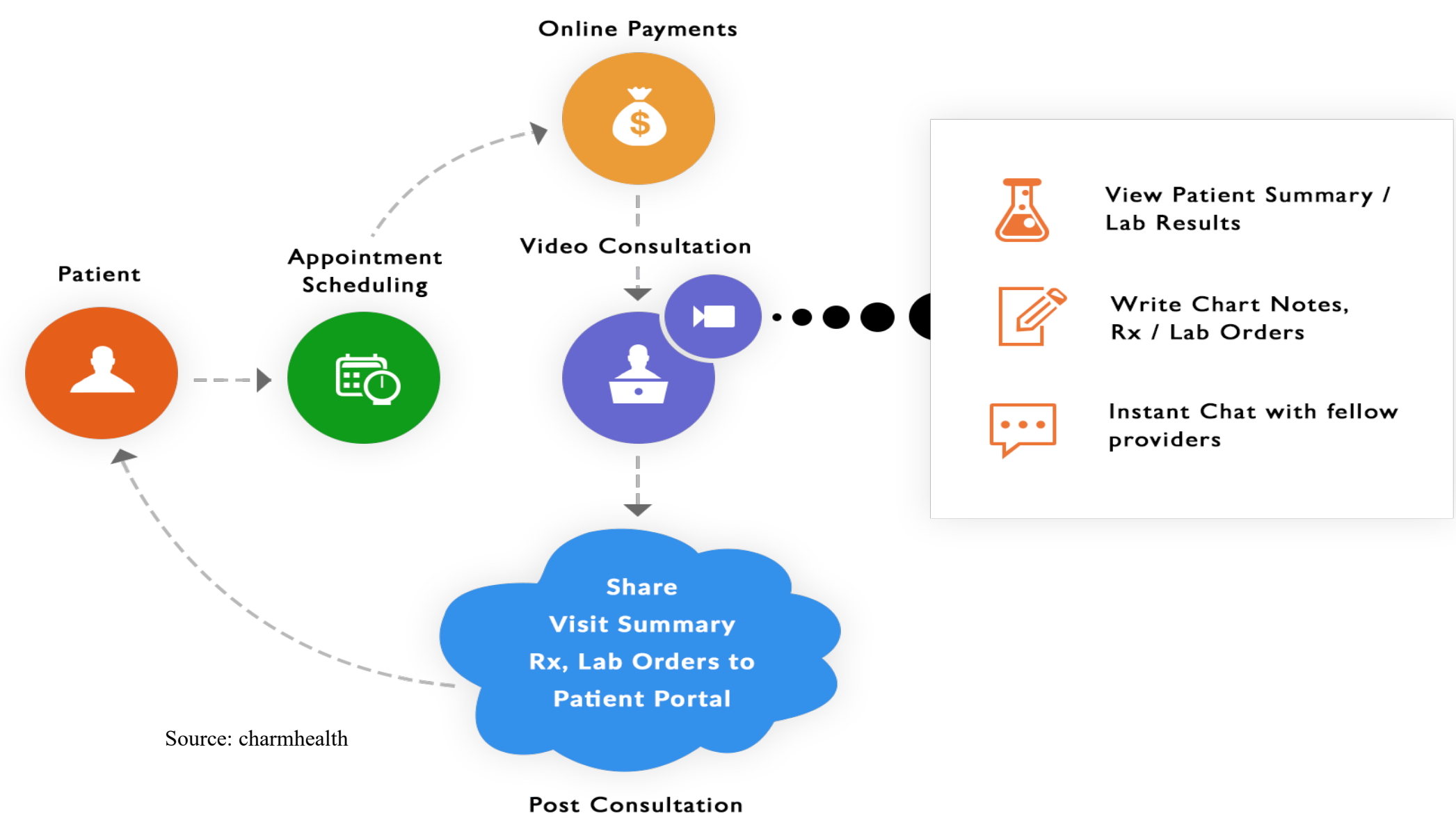
TRADITIONAL PRIMARY HEALTHCARE WORKFLOW



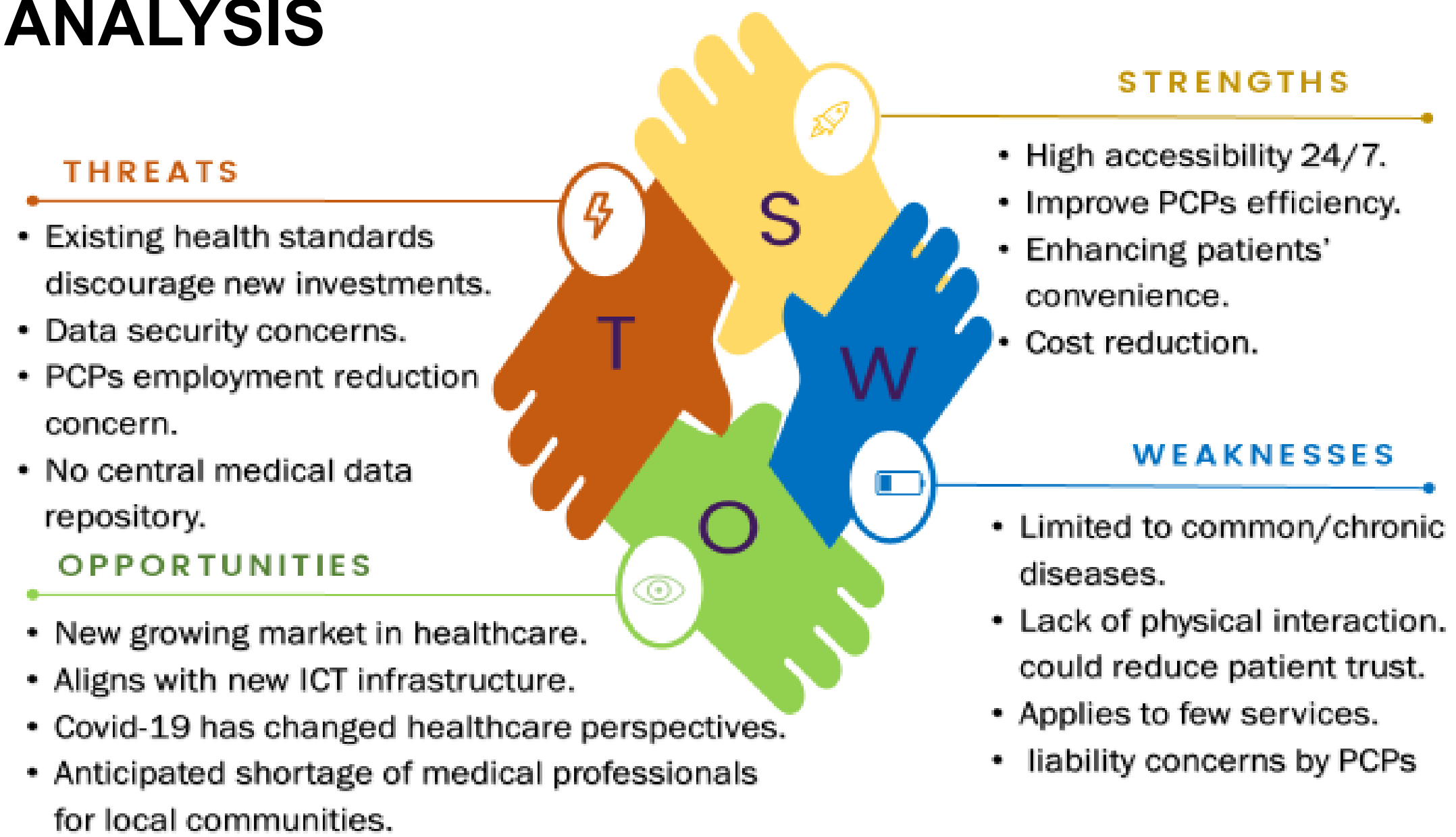
REASONS FOR PRIMARY HEALTHCARE



VIRTUAL PRIMARY HEALTHCARE WORKFLOW



VIRTUAL PRIMARY HEALTHCARE: SWOT ANALYSIS



CONCLUSION

- Virtual primary healthcare provides promising solutions to overcome a number of the sector problems such as physician shortage, high costs, and population growth.
- Low cost, high accessibility, and personalized services may encourage more patients to use virtual healthcare.
- Adopting virtual healthcare service could be confronted by the lack of human interaction, which is psychologically necessary for some patients. Also, it provides limited services that may slowdown the expansion in future.

- Healthcare sector is highly complex and regulated. Therefore, the expected resistance to change is high. Although the virtual healthcare has potential economic and social opportunities, the stakeholders' concerns may override them.

FUTURE RESEARCH

Future research will focus on developing a strategic roadmapping model to guide the adoption of virtual healthcare services; and the study of the impact of covid-19 on virtual healthcare development and expansion.

